



# KPMG and Microsoft for Consumer & Retail

Business led. Technology enabled.



The 2021 KPMG CEO Outlook Pulse Survey<sup>1</sup>, shows that C&R CEOs are upbeat about their future growth prospects. A total of 86 percent say they are 'confident' or 'very confident' about their organizations' growth over the next three years.

Yet a range of pressures—empowered consumers, digital disruption, rising costs, increased speed to market, and shifts in purchasing behavior—are challenging today's consumer and retail businesses.

KPMG LLP (KPMG) helps consumer and retail companies navigate the changing marketplace and improve top- and bottom-line growth. With client centric, industry-focused advisory services, we work with clients to drive greater shareholder value, and sustain positive change.

KPMG works with **78%** of the **Fortune 1,000** retail and consumer goods clients.

## KPMG and Microsoft solutions for consumer and retail companies

**KPMG Powered Enterprise |Supply Chain enabled by Microsoft Dynamics:** KPMG offers this pre-configured technology solution that integrates warehousing, purchasing, manufacturing and distribution. It is designed to provide you with the ingredients to do just that, with better practice processes and built-in inter-operability. Designed to connect customers to supply, it's driven by the insights

you need to buy and make exactly what you need to help keep your customers satisfied. A pre-configured cloud solution for Microsoft Dynamics 365, embedded with years of KPMG leading practice and enhanced with automation, **Powered Supply Chain** helps you to quickly transform and derive value from your move to the cloud.

**Cloud-enabled Transformation:** KPMG leverages our business-first mindset coupled with deep technical expertise and cutting-edge Microsoft Azure services including the Microsoft Cloud for Retail, to provide you with **cloud transformation services** across the entire cloud life cycle. We advise, collaborate, and build trust to deliver a differentiated transformation experience.

**Customer Relationship Management:** Industry experience from KPMG, partnered with Microsoft's Cloud technologies, deliver impactful business transformations backed by Microsoft Dynamics 365 capabilities. Microsoft Dynamics can help you address today's pressing needs such as delivering customer-related data insights, expanding into new demand channels and improving the customer experience, fostering brand loyalty through omni-channel experience and more.

KPMG guides organizations in defining and achieving their most critical priorities and enables the solutions delivered to suit the specific needs of their business. Our certified Dynamics practitioners and industry

<sup>1</sup> Source: "<https://home.kpmg/xx/en/home/insights/2021/09/2021-ceo-outlook-consumer-and-retail.html>"; KPMG International (September 2021).

specialists have the functional and technical experience to transform your organization's front office [marketing, sales, and service capabilities](#).

**KPMG Powered Enterprise | Finance enabled by Microsoft:** KPMG offers a pre-configured cloud solution that's embedded with our years of experience and leading practices enhanced by automation. [Powered Finance](#), enabled by Microsoft Dynamics 365 for Finance and Operations, is an outcome-driven transformation solution that takes a pragmatic and tested approach to preparing your business for the future. This offering enables rapid transformation and aims to derive maximum value from your move to the cloud.

**Data and Artificial Intelligence:** In a world inundated with data, companies are becoming proficient at collecting information, but most still struggle to convert data into actionable insight, and insight into tangible business value. Leading companies with mature [Data and Artificial Intelligence \(D&AI\)](#) strategies are harnessing the power of data by accessing multiple internal and external data sources and breaking down silos within the organization as they do so. KPMG and Microsoft can help you develop an actionable D&AI strategy

and future state vision that deliver measurable benefits in cost reduction, revenue growth, and risk management.

**Cyber Security:** Microsoft Azure, in combination with Microsoft Office 365, continues to evolve its capabilities to provide security to client devices, the Azure cloud platform, on-premise infrastructure, and other cloud services. KPMG provides the [cyber security](#) knowledge, accelerators, methods, and assets to help you reduce time to rollout your security platform, helping to ensure it is sustainable.

### **KPMG and Microsoft Strategic Global Alliance**

KPMG brings a decades-long, global alliance with Microsoft that includes a specialized practice for consumer and retail companies. The KPMG and Microsoft alliance has delivered more than 1,000 business transformation implementations across the Microsoft stack. We help you accelerate growth and optimize operational efficiencies as you provide service to your customers in a trusted cloud environment.

Wherever you are on the digital journey, we can help your organization move into this new reality with vision and confidence.

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